

Heartfelt Personal Appeal Email

Dear Friend,

I want to tell you why I'm in this race.

When I was [age], my family faced [personal hardship: eviction, medical crisis, job loss, etc.]. I remember [specific memory that shaped values]. That experience taught me that [lesson learned], and it's why I'm committed to fighting for [policy priority].

This campaign isn't about political ambition. It's about making sure that families like mine - and maybe like yours - have someone in [office] who understands their struggles and will fight for real solutions.

But here's the reality: campaigns cost money. I'm not wealthy. I don't have corporate donors. I'm relying entirely on grassroots supporters who believe in this mission.

Would you consider donating \$[amount] to help us keep this campaign going? Your contribution will fund [specific use: organizing in rural communities, training volunteers, printing voter guides].

You can donate at [website] or mail a check to [address].

Thank you for standing with me. Your support means everything.

Warmly,

[Candidate Name]

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